

Note for Robinson, Yvette

From: Person, Claire
 Date: Thu, Aug 31, 1995 11:24 AM
 Subject: FW: Chicago Jazz Festival
 To: Robinson, Yvette

2040584169

FYI

From: Daragan, Karen on Wed, Aug 30, 1995 5:42 PM
 Subject: RE: Chicago Jazz Festival
 To: Broeman, Ina
 Cc: Lenzi, Jack; Moore, Edna; Person, Claire; Walls, Tina

We realize this is important. Here's what we've got going: 1) our local public affairs/MAN consultant will be present. Someone from Edelman. They will monitor the daybooks and keep eyes and ears open. They will send a representative to be there to manage protest, screen media inquiries and serve as handler for Sheehan or Rob, etc. I will forward name of person asap. Please let me know where exhibit is so we can send them in the right direction. 2) TC, Ellen and I will leave with you our home numbers and beeper numbers and will take any/all media calls over the phone 3) we will have extra press releases on Club B&H at the exhibit 4) extra media cards with our stated position on them will be at the exhibit with our phone numbers 5) PM Companies Inc. press kits will be in the press room at the Festival, which includes info on Club B&H 6) Claire has arranged to have our sign with rules about youth, etc. prominently placed at entrance of exhibit and 7) we have supplied Sheehan with lots of info on PM Companies and our position on youth and discussed how to handle anti Qs and he is comfortable 8) we will have slicks of our Youth and/or the Balance ads at exhibit 9) someone from Kraft will be speaking on behalf of Kraft and PM Companies Inc. 10) Rob Howard from GMR has been media trained, has message points and was very good and is comfortable talking to the media about Club B&H and why its there and last by not least 10) the mayor's office has been fully briefed with corporate positioning and info on involvement in festival.

I think you are well covered. Let me know what else we can do. KD.

2040584169A

From: Broeman, Ina on Wed, Aug 30, 1995 3:22 PM
 Subject: RE: Chicago Jazz Festival
 To: Daragan, Karen
 Cc: Moore, Edna

2040584169B

Isn't there anyone available? I think this one with the city of Chicago is really importantZ?
 Can someone from Burston handle it?

From: Daragan, Karen on Tue, Aug 29, 1995 5:27 PM
 Subject: RE: Chicago Jazz Festival
 To: Laufer, David; Moore, Edna
 Cc: Broeman, Ina; Carraro, Tara; Dennis, Darienne; Ferrin, Robert; Mahan, Michael; Medina, Maria; Murphy, Virginia; Person, Claire; Poole, Laura; Pressl, Lance; Walls, Tina; Weiner, Russell

We hear ya'. However availability over the holiday weekend in this group is not looking good at this point. I am planning to be in Miami. At a minimum, we will have press release at exhibit and have media cards with our stated position on brand promotions there in extra

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